LISTENING TEST 4\_18

**Section 1 Questions 1-10**

Complete the form below.

Write **NO MORE THAN TWO WORDS / OR A NUMBER** for each answer.

**Tourism Survey**

Example Answer

**Name:**  Robert Goddard

Destination: Melbourne

Total number of visits: **1)…………………**

Best thing about the city: **2)…………………**

Favorite attraction: **3)…………………**

Best thing about

The destination’s dining options: **4)………………….**

Method of transport

To destination: by **5)………………**

Age group: **6)………………….**

Income level: **7)………………….**

Purpose of visit: - on business

* **8)……………….**

Occupation: - **9)…………………**

* writer for a travel magazine

Opinion of cost of accommodation: **10)…………………**

**Section 2 Questions 11-20**

**Questions 11-15**

Label the map below.

Write the correct letter, **A-E**, next to questions **11-15**.



**11.** Science Museum ………………….

**12**. National History Museum ………………….

**13.** Car Park ………………….

**14.** Shopping Mall ………………….

**15.** Primary School ………………….

**Questions 16-20**

What is the improvement of each main point of interest in the area?

Choose **FIVE** answers from the box and write the correct letter, **A-G**, next to questions 16-20.

A New entrance
B Free lunch provided
C Free information provided
D increase in size
E Additional signs

F New exhibitions

G New structure

**16**  Car Park ………………………..

**17**  Primary School ………………………..

**18**  Science Museum ………………………..

**19** National History Museum ………………………..

**20** Shopping Mall ………………………..

**Section 3 Questions 21-30**

**Questions 21-23**

*Choose the correct letter,* ***A, B or C***

**21.** The proposal will
A. be reviewed by two examiners.
B. be added to the final grade,
C. be returned with feedback.

**22.** The proposal will consist mostly of
A. topics.
B. methods.
C. results.

**23.** For the practice paper, the tutor has directed the students to make sure to
A. pay attention to time limits.
B. write at least 6,000 words.
C. keep on topic.

**Questions 24-30**

Complete the sentences below.

Write **ONE WORD AND /OR A NUMBER** for each answer.

**24.** There is no need to …………......lots of people.

**25.** Pay attention to the …………...... of the final report.
**26.** Prepare …............, one for the teacher, another for the students themselves.
**27.** The deadline of the final paper is…………......
**28.** The students can…………….their topics before the beginning of April.
**29.** Students deciding to change topics must deliver a …………......to the teacher in advance.

**30.** At the beginning of the report, the hypothesis and an outline of the …………......are needed.

**Section 4 Questions 31-40**

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

**Advertising Effect**

**The important factor to consider**

* The **31) . . . . . . . . . . . .** customers must travel affects the probability that they will buy the product.

**Methods of communication**

* Advertising slogans are easier to remember it there is a **32) . . . . . . . . . . . .** played with them.
* Mandy’s Candy Store appeals to people’s sense of **33) . . . . . . . . . . . .** to draw in customers.
* To an ad campaign for digital products, it is **34) . . . . . . . . . . . .** that is extremely important
* **Effect on your product sales**
* The customer’s **35) . . . . . . . . . .** after he or she experiences the ad is most important.

**Marketing strategies**

* On international flights, it is wise for advertisements to be displayed in the common **36)…………….** of most passengers.
* Very few young people buy **37) . . . . . . . . . . . . .**
* The UNESCO website would be a good place to advertise for companies aiming to
improve the **38) . . . . . . . . . . . . .**
* One good location to place ads for sunscreen is the **39) . . . . . . . . . . . . .**
* A good scene for a water purification commercial would be **40) . . . . . . . . . . . . .**